How to Get the Right Logo

Before you engage in the process of acquiring a new logo, there are a few critical things to understand that will make the entire effort go more smoothly.

In this article, we outline the five guiding principles of logo creation that will help you avoid logo failures and frustrations. By following these guidelines, the entire process will be easier and the end result will be better.

Five Principles To Live By When Working On a Logo Project

1

Don't ask too much of your logo.

2

Your logo won't make or break your business.

3

The decision-maker should be the person who understands the target audience best.

4

Make quick, deliberate decisions.

5

Your target market's opinion is the only one that matters.

Principle 1:
Don't Ask Too Much of Your Logo

Your logo has a simple job. It should be easy to read and boldly convey positive emotions about your business. Asking anything more is asking too much. It is just an icon with a few or no words. Asking it to convey the depth of thought, quality of service, and years of work you've put (or will put) into building your business isn't realistic. Any logo process that aims to convey the whole value proposition of your business will fail because that's just not possible. Your logo won't define your business, and it certainly won't make you rich.

Principle 2:
It Won't Make Or Break Your Business

Your logo is one piece of your brand.

Some people worry that if their logo doesn't have the exact right look and feel, they will go out of business. This just isn't true.

When you go to a company website, when do you look at the logo? Probably never directly. You look at the headline, the navigation bar, and the text on the homepage to determine if the company can help you. If they can, you explore further. If not, you bounce off the page to look elsewhere. Do you study the company logo to determine if the firm is a good fit for your needs? Probably not.

Think of a brand you dislike. Do you loathe the company solely because of the color, look, and feel of its logo? That's doubtful. Your feelings are related to a negative experience

that you had with the organization or something that they stand for. People's feelings about brands are acquired through many impressions and experiences of a brand, not through a single look at a logo. So, don't overthink your logo. That time is better spent building a great company.

The People Who Tell You A Logo Is Crucial To You Success Are Probably Trying to Sell You A Logo

In selling their services, some marketing and design firms will tell you that a logo can make or break your business. We promise you that when Nike got their "swoosh" logo in 1971, it conveyed little to nothing to buyers. It's value and brand promise developed over time as people wore their sneakers and interacted with the company. Your logo is a visual symbol of differentiation from similar businesses that conveys a positive image. That is all.

Principle 3:
The Decision-Maker Should Be The Person Who Understands The Target Audience Best

Many people in your company may want to be involved in the logo process, but marketing by committee does not work. When too many people are weighing in on a creative process, the logo designer then has to accommodate the feelings of many participants. The results are lackluster designs that are aimed at pleasing the wrong audience.

One or two creative people who have a thorough understanding of the target markets should be the only people involved in the logo process. And they must have complete authority to make the final logo decision. If they then have to run the logo through someone else for final approval, you're going to spend more time and money on this process than you need to.

Principle 4:
Make Swift Decisions

Your ability to make swift decisions plays a significant role in how well the logo project goes and how successful the result is.

There are a bazillion options available in the design world. Some choices are clearly misguided for your business. For example, if you have a B2B SaaS business, feminine and whimsical is probably the wrong look and feel for a company symbol. However, once you get into the right ballpark of concepts, (technology, innovation, service, etc.) there aren't any wrong choices, per se, just ones that are appropriate to a greater or lesser degree.

The logo designer's job is to give you the strongest alternatives to choose from and to keep the process moving forward. Trust the designer has limited the field to the right options. Your job is to make decisions quickly and to go with your first instinct when design options are presented. Remember that every minute you spend deliberating is the time you don't have to concentrate on other, more essential parts of your business.

A Word About More Options

If during the process you are worried that there are other "great" designs that you are missing, please stop. Seeing more options often do not result in a better outcome. It just makes the decision-making process harder.

Principle 5:
Your Target Market's Opinion Is The Only One That Matters

Though you may want to, don't show your logo options to your spouse, children, co-workers, and friends to get their thoughts before you make a final decision. The reason is simple. Those folks are not your target market. Your 14-year-old son may have great graphic design instincts, but he is not the target audience of your B2B Saas business. He simply cannot look at the design options through the eyes of your target market to evaluate the logo accurately. Further, if you show your logo to five different people, you will get five different opinions about it. Their thoughts will only stagnate your ability to make a decision.

The truth is, the only opinions of merit are those of your target audience. It's what your customer thinks and feels when they see your logo that matters. If you have the budget to conduct market research and test different logos with your target market, you should do so. If you don't, you have to let the designer's experience guide you and trust your gut reaction. Don't show your logo to others until it is complete.

When Your Logo is Complete

Make sure you get a logo packet when your logo is finished. A logo packet consists of your logo in several different formats. It can have both portrait and landscape orientation where the symbol is on top as well as to one side.

It should also include the black and white versions, a version with a transparent background, and high and low-resolution versions. You should have logo files to fit all of the places you can potentially use your logo such as your email signature, website, business card, brochures, social media platforms, and billboards.

If there's one thing to take away from this white paper, it is this: **Your logo won't make or break your business. Get it done and move on with the more critical parts of running your business.**